

NCC Cable System Order

| | | | | | |
|-------------------|---|--|---------------------------|------------------|---------------|
| Order # | 62563746 | Flight Dates | 07/30/18 - 08/05/18 | Update Date | 08/02/18 |
| Syscode | 0166 | Agency | Strategic Media Placement | Version | 2 Vs. 1 |
| System Name | Spectrum/Traverse City Interconnect, MI | Advertiser | Brian Calley for Governor | Show All Lines | |
| Market | Traverse City | | | Total # of Weeks | 1 |
| | | Client Code | | Total | \$700.00 |
| AE | Matthew Marcus | Product Code | | Commission | \$105.00 |
| Sales Coordinator | Ruya Telhami | Est Code | 8.3-8.5 | Net Total | \$595.00 |
| Office | Washington | Product Name | | Total Spots | 11 |
| Phone | (301) 951-2620 | Credit Status | | Affiliate Split | 100.0 |
| Status | Accepted | | | Sold On | Cost Per Spot |
| Survey | DMA Nielsen Live+3 Jun18 | Primary Demo | Adults 35+ | GRP | - |
| - | | Makegood Policy | Approval Required | GIMP | - |
| | | | | CPP | - |
| Comments : | | 8.2 R1 Revised rates and removed spots | | | |

| Line | Net | Program | Start Date | Stop Date | Start Time | Stop Time | M | T | W | T | F | S | S | RTG | IMP | Total Spots | Unit Cost | Total Cost | Spot Len | Line Comment |
|------|------|---------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|-----|-----|-------------|-----------|------------|----------|--------------|
| 1 | FXNC | FXNC EM | 7/30/18 | 8/5/18 | 05:00 | 09:00 | | | | | X | X | X | - | - | 5 | \$58.00 | \$290.00 | 30 | R1 -1x PRE |
| 2 | FXNC | FXNC DT | 7/30/18 | 8/5/18 | 09:00 | 16:00 | | | | | X | X | X | - | - | 3 | \$46.00 | \$138.00 | 30 | R1 -4x PRE |
| 3 | FXNC | FXNC EF | 7/30/18 | 8/5/18 | 16:00 | 19:00 | | | | | X | X | X | - | - | 1 | \$78.00 | \$78.00 | 30 | R1 -2x PRE |
| 4 | FXNC | FXNC PT | 7/30/18 | 8/5/18 | 19:00 | 24:00 | | | | | X | X | X | - | - | 2 | \$97.00 | \$194.00 | 30 | R1 -1x PRE |

| | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018 | Jan 2019 | Feb 2019 | Mar 2019 | Apr 2019 | May 2019 | Jun 2019 | Jul 2019 | Total |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| SPOTS | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 |
| AMT | \$700.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$700.00 |

SYSTEM APP: _____ SALES _____ ACCT _____

Date Printed 08/03/18

62563746 | Traverse City | Spectrum/Traverse City Interconnect, MI | 0166 |